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Is Your Website Losing Customers?

Elevate Your User Experience with UX Audit

Data shows that **70% of customers abandon purchases because of bad user experience** and **79% of people who don't like what they find on one site, will search for another site.** [Sources: Baymard, InTechNic]

What does the user journey look like on your website or app? **Are you sure that navigating the pages is smooth, intuitive and satisfying?**

The truth is, you won't know until you use the right solution: a UX audit.

Let's explore the key aspects of a user experience audit and learn practical tips to increase conversions on your website.

Research shows that, on average, every \$1 invested in UX brings \$100 in return. That's an ROI of 9,900%. [source: Forrester]

What Is a UX Audit and How Can It Transform Your Business

Picture this: A customer lands on your website and their eyes light up as they spot the perfect pair of shoes, mobile phone, or T-shirt they've been hunting for. With a click, those products are in the cart and the user is ready to checkout. **That's when trouble hits.**

The checkout process **feels like a maze** with confusing messages popping up left, right, and center. Oh, and now the user is being asked to log in again? That's the final straw.

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Frustrated, **they leave your site** and your potential sale vanishes into thin air. Guess what? This customer isn't the only one to abandon their purchase.

Think of a UX audit as a comprehensive examination of the user experience, one which covers everything from navigation and layout to visual design and content.

The goal of a user experience audit is to identify any areas of friction that are making it **harder for visitors** to complete the desired task, such as finding information, making a purchase, or filling out a form. The UX audit doesn't just uncover usability issues, it also provides you with **practical tips** and recommendations on how to fix them.

This is why a UX audit is so crucial for improving the **user journey** and **boosting** the business.

Client FAQs

We're focused on meeting short-term marketing goals. Does a UX audit fit into the bigger picture?

Absolutely! A UX audit tackles immediate usability issues while also providing insights that fuel long-term success. By prioritising the user experience, you build a website that keeps customers coming back and drives long-term growth.

Timing a UX Audit: When Should You Make Your Move?

While there are no hard and fast rules about when to do a UX audit, there are some moments when it's recommended to take a closer look at your site or app:

1. **When launching a new website or app** – the UX team should pay close attention to elements that can seriously affect the overall usability of an application or website.
2. **When redesigning an existing website or app** – the goal of a UX audit is to find a balance between aiming high and staying grounded, ensuring the redesign delivers real value to both your users and your business.
3. **When you experience a decline in conversion rates or user engagement** – this usually ties in with app or website usability problems such as:
 - Navigation which is not user-friendly, slow-loading pages above 3 seconds.
 - An outdated design which harms the website's credibility, with bounce rate over 50%.
 - Poor mobile optimization - 53% of mobile users will abandon a website that takes longer than 3 seconds to load.
 - Irrelevant or hard-to-read content - e.g too many fonts, big blocks of text etc.
 - Weak CTAs - when your CR (conversion rate) is below 1.5%.
 - Technical issues such as bugs and errors - missing URLs or issues highlighted by analytical tools like Ahrefs or Google Search Console etc.

Client FAQs

Convincing management to do a UX audit seems difficult. How can I demonstrate the value it brings?

Speak their language! Show data about how UX audits increase conversions and customer satisfaction, leading to higher revenue with decreased customer support tickets, lower cart abandonment rate, or improved customer reviews.



How to convince decision-makers to invest in a UX audit?

1. **Highlight case studies and success stories** – collect examples of businesses similar to yours that have benefited from UX audits. Check out the results from the UX audits we did for [Electrifying](#), [AWSM Bank](#), or [Rello](#).
2. **Quantify potential benefits** – when UX improves the customer experience, it raises a company's KPIs by up to 83% in terms of conversion lift.
3. **Highlight the cost of inaction** – sometimes, it can be persuasive to show what there is to lose. Improving the conversion rate by 1% can lead to an 11.3% increase in revenue [[Source: Invespcro](#)].

How Rhapsody Conducts UX Audits for Clients

At Rhapsody, we have developed a **UX audit method** that is not only comprehensive and detail-oriented but also highly customized to fit the unique needs and challenges of each client. Here's how Rhapsody transforms businesses through meticulous UX audits conducted in several strategic steps:

Step 1: We start with analyzing your goals:

- We work with you to define your target audience and understand your desired outcomes.

Step 2: Then we collect user insights and analyze user interactions:

- We analyze user behavior and gather data to pinpoint navigation issues and understand what users need.

Step 3: We analyze information architecture, content, and messaging:

- We ensure users can find what they need and that your content speaks their language.

Step 4: Then we move to analyzing design and branding:

- We delve deep into visuals (color, typography, layout) to optimize the user experience and brand alignment.

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Step 5: Last but not least, we examine usability and accessibility:

- We test how users, regardless of their ability, can complete tasks and find information seamlessly.

Step 6: Based on the analysis, we recommend improvements and create a winning user experience.

- With all the data, we pinpoint areas for improvement and provide actionable recommendations.

Typically, the user experience audit with Rhapsody takes between four and six weeks, depending on how complex or big the project is.



Uncover Hidden Usability Issues With Free Rhapsody UX Audit

A UX audit should not be considered as an expense – it's an investment in understanding and improving how customers interact with your product.

Picture this:

A well-designed user interface could raise your website's conversion rate by up to 200% and a better UX design could boost conversion rates by up to 400%.

With Rhapsody, you can **do a pilot or small-scale test**. We can focus the UX audit on a critical section of your website or a specific product feature. This will demonstrate its value with minimal initial investment.

Leverage our expertise without disrupting internal workflows.

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Wondering why your competitors perform so well online?

Gain a user-experience edge with Rhapsody's UX Audit. Click [here](#) to schedule a free consultation worth \$500.

This offer is limited to the first 50 readers only.



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